

COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES

**BACHELOR OF ARTS IN COMMUNICATION
SPORTS MEDIA AND ANALYTICS MAJOR (SMA)**

CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2021
DEPARTMENT OF COMMUNICATION

The Sports Media and Analytics Major requires 120 credit hours for graduation. The curriculum includes the following elements: Core Degree Requirements, Major Requirements, Major-Specific Electives, Curriculum for Liberal Education, Minor and Electives.

MAJOR REQUIREMENTS (I-II)

Sports Media and Analytics majors take 22 credit hours in Core Degree Requirements, 24 hours in courses specific to the major. See reverse for other requirements and “progress to degree” criteria. Only Communication (COMM) courses can meet degree and major requirements.

I. CORE DEGREE REQUIREMENTS (22 HOURS)—Required courses across all majors in Communication:

- ___ COMM 1004 First Semester Experience in Communication (1)
- ___ COMM 1014 Introduction to Communication (3)
- ___ COMM 2024 Media Writing (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- ___ COMM 2034 Visual Media (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- ___ COMM 2084 Media and Society (3)
- ___ COMM 2094 Communication and Issues of Diversity (3). Pre: 1016 or ENGL 1106
- ___ COMM 2124 Introduction to Communication Research (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- ___ COMM 4024 Communication Law (3) Pre: Senior standing

II. MAJOR-SPECIFIC COURSES (21 HOURS)—7 required courses for SMA majors:

- ___ COMM 1015 Communication Skills I (3)*
- ___ COMM 1016 Communication Skills II (3)*
- ___ COMM 2074 Introduction to Sports Media (3)
- ___ COMM 3154 Multimedia Reporting (3) Pre: 2024, 2034
- ___ COMM 3304 Topics in Sports Communication (3) Pre: Junior standing
- ___ COMM 3314 Sports Journalism (3) Pre: Junior standing, 2024, 2034
- ___ COMM 4064 Social Media Analytics (3) Pre: 2124

***Note: Alternative to 1015-16 for transfer students entering the major after freshman year: COMM 2004 Public Speaking (3) Pre: Sophomore standing and an additional COMM elective (3) from III below.**

III. MAJOR-SPECIFIC ELECTIVES (3 HOURS)—Select 1 course:

- ___ COMM 3114 Video Production: Studio (3) Pre: 2034
- ___ COMM 3174 Advanced Multimedia Reporting (3) Pre: 3154
- ___ COMM 3344 Public Relations and Sports (3)
- ___ COMM 4094 Broadcast Management (3) Pre: Senior standing, 3154
- ___ COMM 4264 Social Media Theory and Practice (3) Pre: 2034
- ___ COMM 4274 Broadcasting Performance (3) Pre: 3154
- ___ COMM 4334 Communication Ethics (3) Pre: Junior standing
- ___ COMM 4974 Independent Study (Internship) (3)

Total COMM hours: 46

Prerequisites: Some courses listed on this checksheet have prerequisites. Be sure to consult the University Catalog and/or check with your adviser.

IV. UNIVERSITY CURRICULUM FOR LIBERAL EDUCATION (CLE)

Sports Media and Analytics Majors are encouraged to broaden their education by sampling courses from many disciplines. Courses taken to meet Core Degree Requirements (see reverse) cannot double-count in the CLE.

Area 1 Writing and Discourse	(6 hours)	(3)_____	(3)_____
Select 2 courses from CLE			
Area 2 Ideas, Cultural Traditions, and Values	(6 hours)	(3)_____	(3)_____
Select 2 courses from CLE			
Area 3 Society and Human Behavior	(6 hours)	(3)_____	(3)_____
Select 2 courses from CLE			
Area 4 Scientific Reasoning and Discovery	(6 hours)	(3)_____	(3)_____
Select 2 courses from CLE			
Area 5 Quantitative and Symbolic Reasoning	(6 hours)	(3)_____	(3)_____
Select 2 courses from CLE			
Area 6 Creativity and Aesthetic Experience	(3 hours)	(3)_____	
Select 1 3-credit course from CLE			
Area 7 Critical issues in a Global Context	(3 hours)	(3)_____	
Select 1 course from CLE			

CLE hours: 36

V. MINOR + ELECTIVES

In addition to Major and CLE requirements, students must complete the following to reach 120 hours for graduation:

1. **Minor, cognate or double major**—Beyond studies in Communication, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credit hours) or double major (hours varies by major). Students **should NOT** take COMM courses as part of this requirement.
2. **Electives**—Once students complete a minor or cognate, they still need 20 credit hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required CLE or foreign language courses. Students **should NOT** include COMM courses among these electives.

Minor and elective hours: 38

GRADUATION REQUIREMENTS

1. Minimum of 120 credit hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Curriculum for Liberal Education, Minor and Electives

Total hours for graduation: 120

2. Minimum of 46 credit hours in COMM.

Note: Accreditation standards require SMA Majors to complete **72 credit hours outside COMM.**

3. Overall GPA of 2.0; COMM GPA 2.0, based on all COMM courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. COMM courses taken for a minor may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
 - 3 years of single foreign language in high school OR
 - 2 years of a single language in high school plus 1106 or equivalent in college OR
 - 1105-1106 or equivalent in college (This credit must be in addition to the 120 hours required for graduation.)

PROGRESS TOWARD DEGREE

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 hours) in the major.
- Completion of COMM 1014 within the first 6 classes (18 credit hours) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credit hours) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- COMM GPA—Students who fall below 2.0 in COMM will have one semester to regain the required GPA standards. All COMM courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in SMA or another COMM major.